Quick Answers: Take Content & User Experience to New Heights on the SERP

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The leading industry event by digital marketers for digital marketers

Kirill is a Senior Global SEO Manager at Adobe, driving natural search strategy for Marketing Cloud and Document Cloud products and technical SEO globally.

As part of the Global Marketing team, Kirill delivers KPI-driven results including worldwide visits, trials, inquiries, units sold, and revenue.

Kirill has an extensive experience with Adobe's Analytics and BrightEdge platforms.
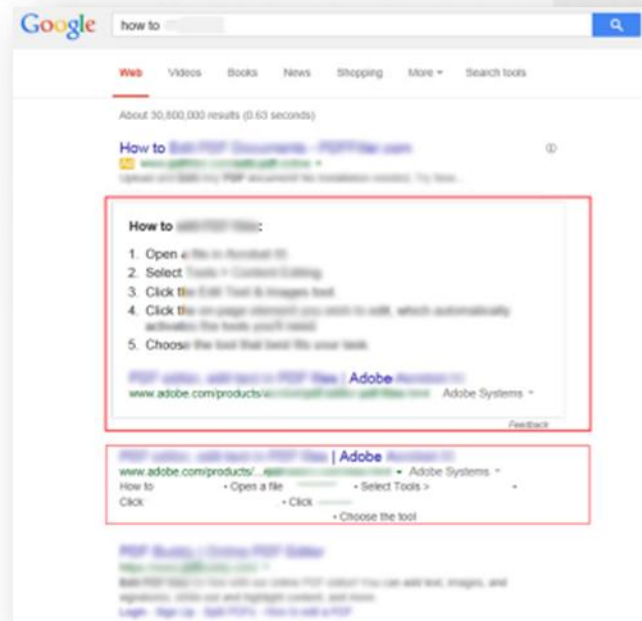
What is Google Quick Answers?

- Introduced in September 2014
- Based on Knowledge Graph
- Method of presenting content relevant to "how to" and other exploratory queries
- Snippets of content from a high-authority page in the "Quick Answers" box
- In addition to the content, there is a link
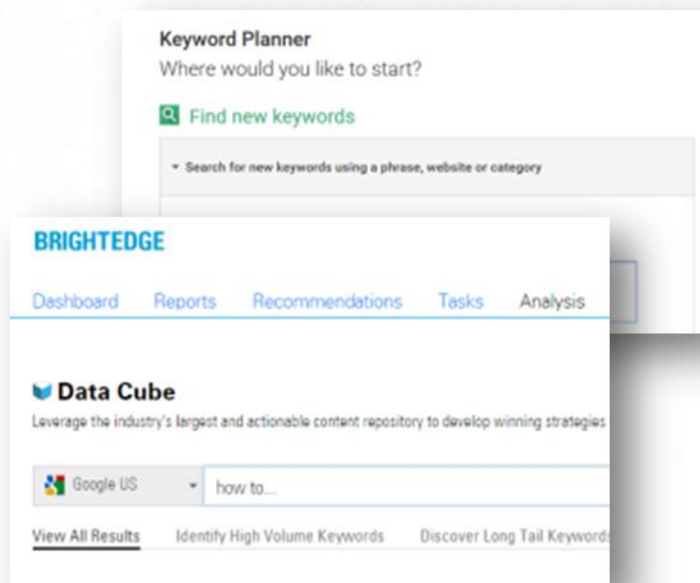- GQA is above #1 Natural, below Paid
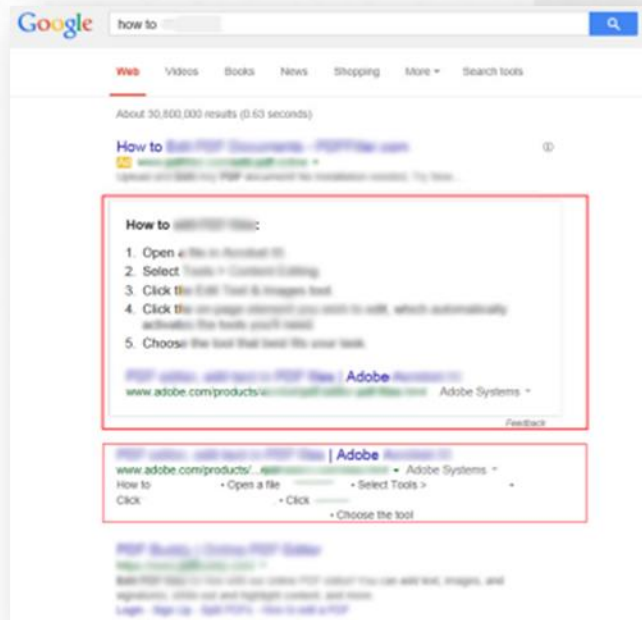
What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages
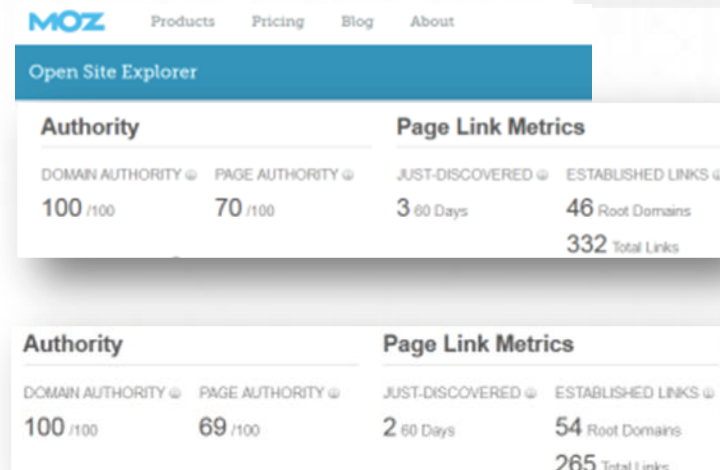- Quality, engaging, user-focused content
- Technical SEO

What Helps Content Appear in Quick Answers

- Queries with significant search demand
  - In many cases search demand of "how-to" queries is comparable with head terms
  - Metrics: use Google KW Planner and BrightEdge Data Cube to research demand
- High authority pages
- Quality, engaging, user-focused content
- Technical SEO

What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages:
  – Well-established pages (metrics: page authority)
  – Naturally built, theme-relevant links
  – Deep user engagement (metrics: bounce rate, time on page)
- Quality, engaging, user-focused content
- Technical SEO

MOZ   Products   Pricing   Blog   About

Open Site Explorer

Authority		Page Link Metrics	
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS
100 /100	70 /100	3 60 Days	46 Root Domains
			332 Total Links

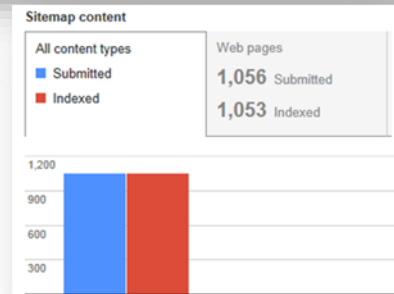| Authority		Page Link Metrics	
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS
100 /100	69 /100	2 60 Days	54 Root Domains
			265 Total Links

Share 15

What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content:
  - Content
  - Layout
  - Video
  - Links to PDF and relevant pages
  - Call to action (e.g. Trial)
- Technical SEO

Share 15

What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content:
  - Content
  - Layout
  - Video
  - Links to PDF and relevant pages
  - Call to action (e.g. Trial)
  - Answer specific question matching the query with "how-to" list
- Technical SEO
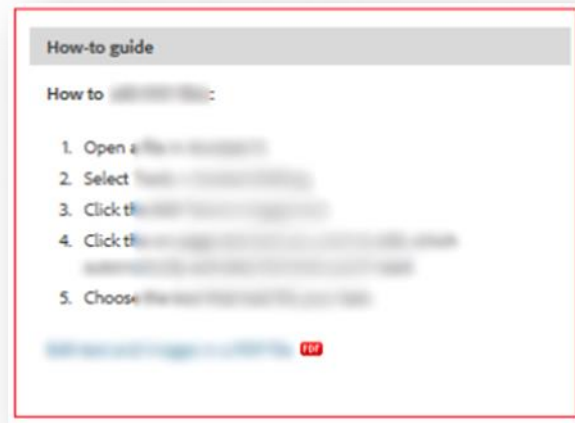
What Helps Content Appear in Quick Answers

- Search queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content
- Technical SEO:
  – Indexing and Geo-targeting
  – Page template
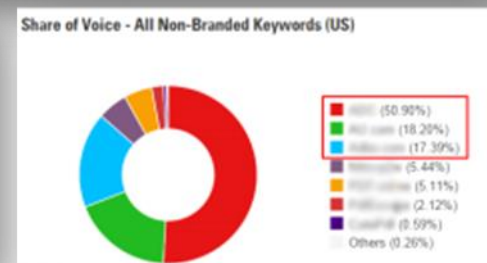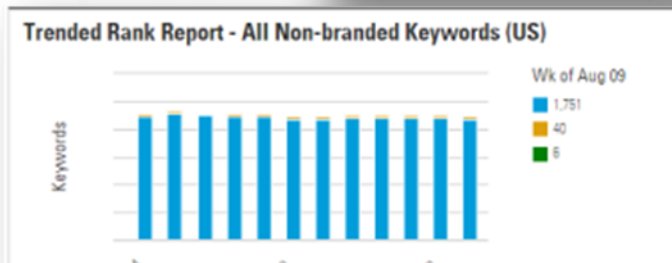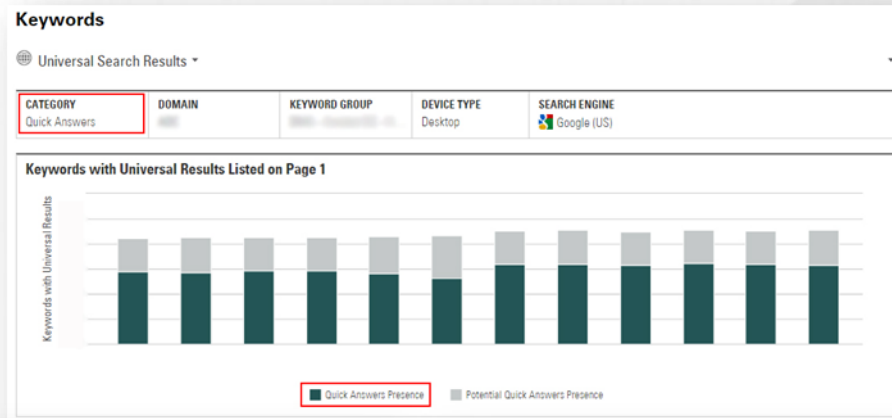 – Page load speed
  – Mobile-friendly

Quick Answers in Geos

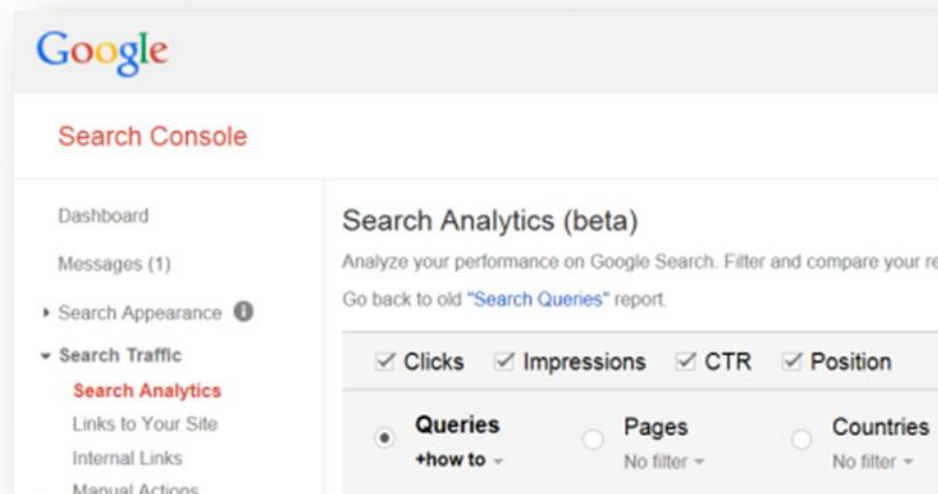- US, English-language Geos
- Geo Targeting exposes right pages in Geos
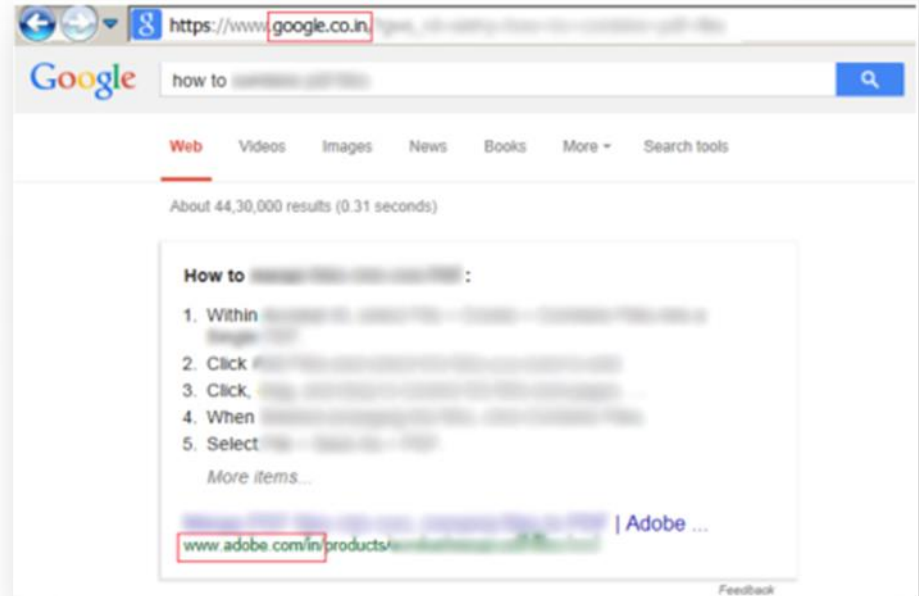
Measuring Impact: BrightEdge

- "How-to" metrics:
  - 1,800+ KWs
  - 97% ranked page 1
  - 80%+ "Share of Voice"
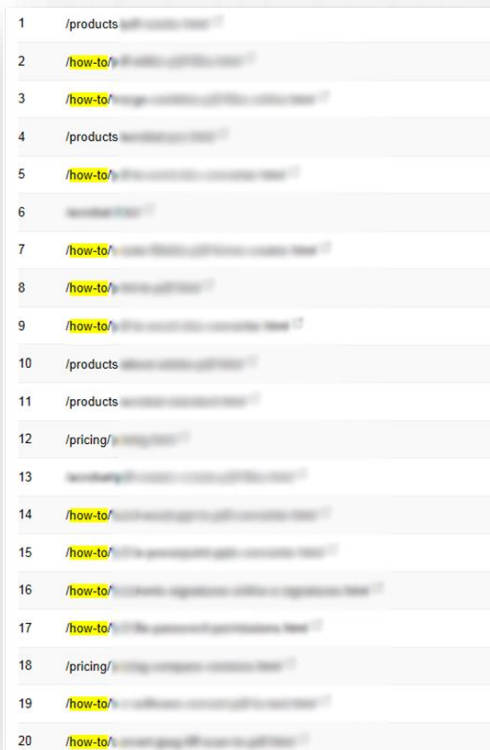 - 70%+ produce Quick Answers

Measuring Impact: Google Search Console

- "How-to" Queries metrics:
  - 25% of all keywords
  - 19% of Clicks
  - 30%+ CTR (vs 10+% for other queries)

Measuring Impact: Google Search Console

- "How-to" Pages metrics:
  - Majority of top pages on site (Clicks)
  - Outperform product landing pages

Measuring Impact: Adobe Analytics

- Page view metrics:
  - Pages with "how-to" optimization are a significant part of overall SEO traffic
  - High "time per visit"
  - Low bounce rates

Legend: ■ Branded focus ■ Non-branded focus (including "How-to")
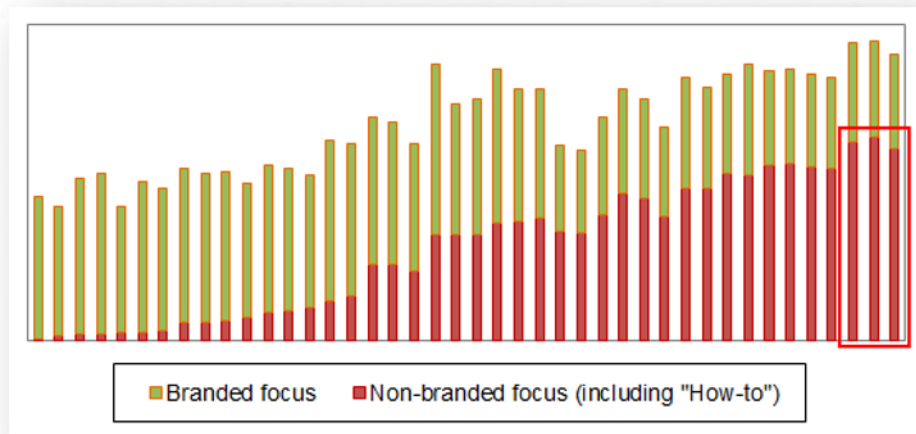
Practical Takeaways

1. Select a topic
2. Create quality, engaging, user-focused content
3. Technical SEO
4. Measure impact

Questions?

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